



THE SHINING STAR

FROM THE CEO'S DESK

Thank you for reading our very first North Star Ag newsletter! Your support has been the key to our success! I get asked daily what are machinery prices going to do, or what are they doing. So, I wanted to spend a little time talking about dynamics of the machinery market today. Let's start with **demand**; demand is coming off an all-time high but is starting to drop and the availability is starting to get better in most areas. The second thing is **costs**; with record high demand, lack of availability, cost of the manufacturers soared. Many of those are still at record high levels. Steel is off the high slightly but is still very high, labor has increased 30-40% and will probably not come down. The third thing is **price**; prices for new machinery are at all-time highs and on average 30-40% higher than they were 3 years ago. This has done a couple of things: it has brought the price of used machinery up with it and has also increased the cost of ownership. Now prices in the last 9 months have been very flat to up 1-3%, and demand is starting to lessen. The manufacturers are starting to catch up and products are beginning to be available. This doesn't mean with new equipment we are going to see a ton of price relief. If history in the last 20 years has taught us anything, it's that new equipment prices are going to stay steady, with an occasional finance promotion or rebate. What I do want to bring to everyone's attention is the used market; one segment that is very volatile when demand drops. I fear that we can see a large % of value drop out of the used market. So, I have been telling people a lot lately **IF** you have something that you are going to have to update in the next 24 months and you plan on trading... you may want to look at doing it sooner than later. This is due to the used market being very strong and you will be able to capitalize on the used market. *Again, thank you for taking the time to read our first ever newsletter and your continued support! We couldn't do it without you!*



WHAT'S NEW AT NORTH STAR AG

In 2022, we took on the ADS Tile Distributorship for ND, which makes us the retail arm of ADS in North Dakota. We are a full service tile dealer with tile sales, design, pump installation, service, and the tile installation equipment. We have a newly expanded 4 acre lot that is dedicated for our tile inventory to meet all your tile needs. Give us a call today and see how we can help you with your tiling projects!



STAFF SPOTLIGHT

MEET GABBY

Gabby has been a part of the team here at North Star Ag for a little over a year now, where she currently serves as the Marketing Manager. She is currently here part-time, with the intention of coming on full time when she is done with school later this year. Gabby is working towards her degree in Marketing through Rasmussen University. When Gabby is not taking pictures, updating the website, creating and designing advertisements, or filming fun videos, you can find her at the gym, hanging out with friends, or being at the lake!



FEATURED PRODUCT: FERTILIZER SPREADERS

We have many units on hand from entry level to top of the line spreaders!

MOBILITY 1000WS:

10 Ton, Raven RCM Rate Controller, Scale



VALMAR 8711:

11 Ton, 66 ft Booms, Hyd. Fan Drive



AMAZONE ZG-TS 10001:

10 Ton Spreader, 177 ft Spread, Scale, Wind Control, Radar Sensing



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